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## FAX COVER SHEET

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FAX #: (571) 273-8300

TO: Mail Stop Amendment, U.S.P.T.O.  
Examiner Daniel Lastra, T.C./AU: 3622

FROM: Jeffrey A. Proehl Christine K. Lillo  
X DeniseMoani Nelson

RE: Appln. No. 09/751,801 Filing Date: December 29, 2000  
Applicant: Scott D. Leapman

Enclosed:

Amendment in response to Office Action mailed March 8, 2006.

Total Number of Pages (Including cover sheet): 19 (Please call us as soon as possible if you do not receive all pages).

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Appln. No. 09/751,801  
Amendment dated June 6, 2006  
Reply to Office Action mailed March 8, 2006

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Attorney's Docket No. 24-0041/30056  
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/751,801 )  
First Named Applicant: SCOTT D LEAPMAN )  
Filed: 12/29/2000 )  
For: SYSTEM AND METHOD FOR )  
TARGETED ADVERTISING )  
TC/A.U.: 3622 )  
Examiner: Lastra, Daniel )  
Attorney: Jeffrey A. Proehl )

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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AMENDMENT

Sir:

Responsive to the Office Action mailed March 8, 2006, please amend the application as follows:

**Amendments to the Specification:** None.

**Amendments to the Claims:** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Drawings:** None.

**Remarks/Arguments:** begin on page 11 of this paper.